Activity 1 - When is your Audience Online?

Understanding when the target audience for a business social media campaign is online is important. Posting material when the majority of your audience is online provides a much better chance that they will interact with the post. Posting material when they are offline means it's likely to be lost in all the other things that happen in their timeline while they are offline.

How can you find out when your audience is online? There are three basic methods.

Method 1:

You can ask them! A good way to find this out is.to survey your audience and ask when (days and times) they interact with social media

a) Carry out a survey amongst your classmates to find out when they are online and interacting with social media. Remember being logged on to a social media account is not the same as interacting. You might find it more useful to ask a question like ‘What days and times are you most active on social media?’
b) You could also ask another group of people the same question and see if the answer is different. For example if you ask older people (tutors, parents etc.) do you get a different answer?

Method 2:

You can research the question and find out what the experts say. There are many articles on the internet on this topic. Do a search for ‘when are the best times to post on social media’. Read several of the articles and compare what they say. Does their advice line up with want you found in task 1 above?

Method 3:

IF you have an existing Facebook business page you can use the Insights tools to see when people who already follow or like your page are actually online. On the Insights page this can be found under the Posts section (from the menu on the left).

a) Which days of the week are more people online?
b) What times of the day are they most likely to be online?
c) Bearing in mind the time people are most often online, what can you gather about the location of the majority of the audience for this page?

Once you know when people are most likely to be online, you know the best times to post material. However, this might not be the most convenient time for you to post material. Is there any way you can solve this problem?

Activity: Create a Survey

Do a short survey of the typical audience (e.g. people who might buy from the business). Find out what social media platforms they like to use, how often they use it, what time of day they typically go online, etc. Ask questions that will help you plan your campaign.

Use Microsoft Forms – it is very simple to use and you are able to generate some really good analysis afterwards.

Have some closed questions (e.g. list of choices) so that you are able to analyse. Also have open questions with free text where you think it is necessary.

Consider what information you need in your Business Requirements Plan when devising the questions.